"Consumer Time"

Presented by

THE U. S. DEPARTMENT OF AGRICULTURE

N.B.C. NETWORK COAST TO COAST *SATURDAYS*

12:15 P.M. EST
11:15 A.M. CST
10:15 A.M. MST
9:15 A.M. PST

what's coming

A FOUNDATION FOR YOUR AIR CASTLE
March 29, 1947

1. SOUND: CASH REGISTER RINGS TWICE . . . MONEY IN THE TILL

2. ANNCR: IT'S CONSUMER TIME!

3. SOUND: CASH REGISTER....CLOSE DRAWER

4. ANNCR: During the next fifteen minutes, the National Broadcasting Company and its affiliated independent stations make their facilities available for the presentation of CONSUMER TIME, by the U. S. Department of Agriculture. Today's CONSUMER TIME story is called "A Foundation for Your Air Castle." Now if your air castle is a day dream of a mink coat . . . or a trip to Rio . . . or a date with Clark Gable . . . well, it's understandable, but not what we had in mind. No, we're building very practical air castles today on CONSUMER TIME. And now I want you all to meet the lady who is going to be the chief architect in constructing a practical basis for your dreams . . . Miss Sue Taylor of the Farmers' Home Administration. Mind if I call you Sue?

5. TAYLOR: Not at all, _____.

6. ANNCR: We're kind of informal on CONSUMER TIME, you know. Not that we don't get some practical things done. Don't think that for a minute. For instance . . . when we talk about air castles on this program . . . they're down to earth ones.

7. TAYLOR: Hmmmm . . . down to earth air castles . . . a little contradictory but I think I see what you mean.

8. ANNCR: Well, I know you do, Sue . . . because I mean the carefully made short and long range plans that help families accomplish what they look forward to. And that's right up your alley as home economist for the Farmers Home Administration . . . isn't it?

9. TAYLOR: It certainly is . . . and has been for all of twelve years.

10. ANNCR: Twelve years . . . and what did you do before that . . . if you don't mind my probing into your past?

11. TAYLOR: I was a home economics teacher and later a home demonstration agent with the Extension Service.

12. ANNCR: Well, that certainly gives you a good background for work on family living problems. Now, don't you agree that a family has to have some kind of plan . . . whatever the goal is?

13. TAYLOR: Absolutely . . . and not just any plan . . . but a practical one.

14. ANNCR: And that goes for people living in the city or in the country, doesn't it?

15. TAYLOR: Yes, every family . . . urban or rural . . . large or small . . . works toward some goal . . . strives for some purpose. Maybe it's increased income . . . so the family can afford more of the comforts of life . . .

16. ANNCR: Or maybe it's greater security . . . like owning your own home.

17. TAYLOR: That's right. And carefully made plans help families accomplish what they look forward to. . .

18. ANNCR: The plans are a foundation under the air castle.

19. TAYLOR: This year's farm and home plan, for example, may include buying a new stove for the kitchen . . . or a farm wagon . . . or canning meat for the first time. It'll also include how much garden to plant, what field crops and livestock to have, how much to spend on clothes, and other things.

20. ANNCR: How about people who have plans . . . but don't carry them out?

21. TAYLOR: Yes . . . there are such people. Planning means decision-making . . . deciding what you want to do - then earning the money and budgeting farm and home expenses so you can do it.

22. ANNCR: Too many people have hazy, indefinite sort of plans it seems.

23: TAYLOR: That's true. Real planning includes family discussion and making up your mind about specific things you want to have or want to accomplish. Writing down plans helps crystallize them.

24. ANNCR: Good idea . . . Of course, some folks don't follow through on the plans they do make.

25. TAYLOR: No, they don't realize that little accomplishments month by month and year by year add up to the larger achievements and the final goals. I'm glad to say that in the Farmers' Home Administration, we've been able to help thousands of families throughout the country and put their dreams on a practical basis.

26. ANNCR: Well . . . isn't that just the type of family we're going to visit with today . . . out in Denver, Colorado?

27. TAYLOR: Yes indeed . . . The Carl Dalton family in Weld County, Colorado, is a wonderful example. And before we begin our visit with them . . . let me tell you a little of their background . . . The Daltons rent a sixty-six acre farm which they hope to own sometime. Mr. Dalton was a farm laborer until about ten years ago. Then he tried farming on his own . . . and like a lot of other farmers, he had a terrific struggle. In 1942, he asked for a loan from the supervised credit program of the Department of Agriculture. At that time he had a net worth of about two hundred dollars. Today after getting the loan, and planning carefully with the farm and home supervisors, he has a net worth about three thousand dollars.

28. ANNCR: From two hundred to three thousand dollars . . . that's something.

29. TAYLOR: Isn't that a record to be proud of? And by the end of 1947, Mr. Dalton hopes to make his net worth five thousand dollars.

30. ENGINEER: WATCH SWITCH COMING UP AT 12:19 P.M. EST. CUE IS UNDERLINED

31. ANNCR: Well . . . Mr. Dalton's a man I'd like to meet.

32. TAYLOR: Don't forget, Mrs. Dalton. She helped make the plans, and make the plans work.

33. ANNCR: Well, let's hear from the whole family.

SO CONSUMER TIME takes you to Denver.

34. ENGINEER: SWITCH TO DENVER AT 12:19 p.m. EST.

35. DENVER ANNCR: Hello, CONSUMER TIME listeners. This is _____in Denver. Here with me are the Daltons . . . Carl Dalton . . . Ruth, his wife . . . and Geraldine and Edward. . . the oldest of their four children . . . I've talked with the Daltons . . . and I've decided you can't call them a team. The reason is . . . teamwork just doesn't begin to describe their method of working together. The Dalton family is like a fine, smooth-working powerful motor . . . and that motor of family cooperation has produced results. What makes that motor run so well though? What's the answer, Mr. Dalton?

36. CARL: Planning ahead is the answer for the most part, _____. And I think our local Farmers' Home Administration gets a lot of credit for helping with the planning.

37. DENVER ANNCR: Planning . . . do you agree with that, Mrs. Dalton?

38. RUTH: Definitely, _____. You know, when we started out in farming we were young and inexperienced. We didn't have any money, but just a sort of blind determination. Now I can see the mistakes we made. The real wonder is that we didn't give up.

39. DENVER ANNCR: Instead you became a success in farming . . . Well, I should think you Daltons would have some good advice for young families who are starting out. What do you say?

40. RUTH: I'd say to plan carefully and get advice from trained and experienced people.

41. DENVER ANNCR: Suppose we look at one family's plans more carefully . . . Mr. Dalton . . . what's your plan for your farm and your family?

42. CARL: Our long-range goal is to own our own home. We want to buy the farm we live on now . . . and we've got some pretty definite ideas about improvements on it. Another long-range goal is to have a herd of twenty-five purebred milking Shorthorns.

43. DENVER ANNCR: I suppose you're working on building that herd now?

44. CARL: Yes sir . . . the slow way . . . by buying grade cows first. We'll gradually get the purebreds as we can afford them. We bought a purebred bull calf too . . . and are raising it instead of paying five times as much for a sire that's ready for service.

45. DENVER ANNCR: Now for the home side of the picture . . . That's separate from a herd of purebred dairy cows.

46. RUTH: Not in our family, it isn't, _____. We're all anxious to get those cows . . . so we're improving our home gradually. But some home necessities do come first. We've bought a washing machine, sewing machine, and a secondhand refrigerator.

47. DENVER ANNCR: Well, isn't it hard to put money into household equipment when you both had this dream of a real herd of purebred cattle?

48. CARL: Well, no. We figure these things will help us get those cattle easier in the end.

49. RUTH: We think the sewing machine and the electric washer have been money in our pocket. They give both of us more time to plan and work together. And of course the children were an important reason why we bought the refrigerator.

50. DENVER ANNCR: You mean so that they could have better food?

51. RUTH: That's right. Now the children drink milk all year round . . . even through the hot summer months. Before, it was just during the cold months . . . when the outside cold kept the milk fresh and sweet.

52. CARL: That's why we think our secondhand refigerator is more than worth the Money we paid for it.

53. DENVER ANNCR: Somewhere along the line, did you invest in any farm machinery, Mr. Dalton?

54. CARL: Yes . . . we've got a tractor . . . a side rake, and a few other pieces of equipment. And then we also have a truck.

55. DENVER ANNCR: Hmm hmm . . . I can see how the farm and the home go together in this family as one smooth-functioning unit. But, how about telling us a little more about the goals you're working toward. Don't they include some building and remodeling?

56. RUTH: We're always talking about the four new rooms we're going to add to the house when it's ours. Right now, two of our bedrooms are in a lean-to shed attached to the house. But when we get the new rooms, we're going to pull off the shed and convert it into a poultry house.

57. DENVER ANNCR: I'm sure that talk will turn into reality.

58. RUTH: And we're going to have a bath and water pressure system.

59. CARL: Don't forget the new barn, Ruth . . . and a little orchard.

60. DENVER ANNCR: Now . . . one of the qestions I've been saving up to ask you people about is your record book. I know a lot of people don't like to keep records . . . but I hope you don't mind telling us something about yours.

61. CARL: We don't mind keeping a record book. In fact Ruth often calls it "That wonderful book."

62. RUTH: And "that wonderful book" is helpful in more ways than we can count.

63. CARL: Probably the best thing is that it helps us decide just which of our farm projects are the most profitable. And of course it's practically indispensable when it's time to make next year's plans.

64. RUTH: You know, _____, that record book makes me feel good every time I enter items in it.

65. DENVER ANNCR: How come?

66. RUTH: Well, I can't help but think of the huge store bills we used to have. Those bills robbed us of the cash we needed to build a bigger and better farm business. Now most of the things we used to spend money for . . . come right off our own farm.

67. DENVER ANNCR: That brings us around to your food plans. And in that connection, I'd like to find out just what crops you raise on your farm.

68. CARL: Well . . . we try not to put all our eggs in one basket . . . so we're going in for sugar beets . . . hay . . . beans, corn, and small grain.

69. DENVER ANNCR: Sounds like a smart diversification. Now how about your garden for the family's use?

70. RUTH: We're very proud of the garden . . . It's three-quarters of an acre . . . Quite a difference from when we didn't have <u>any</u> garden . . . and nothing to can or store. We had to buy <u>everything</u> then.

71. DENVER ANNCR: And now you get everything from the ground.

72. RUTH: Yes, and we live much better. We eat better than we ever did before we started living on the farm. And we think planning is just as important when it comes to food . . . as anything else.

73. DENVER ANNCR: What do your food plans call for this year?

74. RUTH: We expect to can four hundred quarts of food this year. We'll store seven hundred pounds of meat . . . including an elk or a deer. And of course we have our own poultry, eggs, milk, and so forth.

75. DENVER ANNCR: Whew! . . . that's quite a list. Incidentally . . . where do you do your canning, Mrs. Dalton? At home?

76. RUTH: Yes . . . my mother has a pressure cooker and lets me use it.

77. DENVER ANNCR: Well, you know when we were looking around for a family to interview on today's program, I talked with Mrs. Ethelda Hinkley, the FHA Home Economist in this county. She recommended the Dalton family, and it's easy to see why. They're making a go of farming and are highly respected in their community. But now before I turn the program back to Washington, D. C., let's meet two other members of the Dalton family. Once children were supposed to be seen and not heard. Today we're reversing that procedure. So Geraldine . . . step up to the microphone and tell us how old you are.

78. GERALDINE: I'm ten and a half.

79. DENVER ANNCR: Geraldine . . . I understand you're a 4-H Club member. What's your 4-H project? (HAVE CHILDREN AD LIB IF IT COMES OUT SMOOTHER)

80. GERALDINE: It's a milking project with a shorthorn calf.

81. RUTH: Geraldine helps with the sewing for herself and the other children too. And she makes a straight A report card in school.

82. DENVER ANNCR: That's wonderful. Congratulations, Geraldine. And now ... brother Edward's turn. How old are you, Eddy?

83. EDDY: I'm nine years old.

84. DENVER ANNCR: Then you'll be eligible for a 4-H club next year. Got any 4-H project picked out?

85. EDDY: I have a Hereford steer calf that I'm going to feed.

86. DENVER ANNCR: That's fine.

87. CARL: Eddy likes to do jobs around the farm . . . especially anything mechanical. Since we have the tractor, he sees that I take good care of it. In fact, if I'd let him, he'd be riding the tractor all the time.

88. ENGINEER: WATCH SWITCH COMING UP ABOUT 12:27 EST. CUE IS UNDERLINED

89. DENVER ANNCR: Well, he'll have plenty of time to drive the tractor when he's older. And now many thanks to all of you Daltons for visiting CONSUMER TIME today. And may you have every success on your farm I think the key to that success lies in your down-to-earth plans . . . and the way the family pulls together. I noticed Mr. Dalton never said "<u>my</u> cows" or "<u>my</u> equipment". And Mrs. Dalton never said "<u>my</u> garden." It was always "<u>our</u>" this and that . . . and "<u>we</u>" are going to do such and such. And that's one man's opinion why the plans of this family are working out. Now <u>CONSUMER TIME returns you to Washington, D. C</u>.

90. SWITCH TO WASHINGTON, D. C., ABOUT 12:27 EST.

91. ANNCR: This is _____ in Washington, D. C., with Sue Taylor of the Farmers Home Administration. Well say, Sue, I like the air castles the Dalton family are building. I like the foundations. They're solid!

92. TAYLOR: Well, _____, what the Daltons have done is one of the finest examples of what planning and carrying out plans can accomplish. Like a great many other farm families, this one family has discovered the keys to success. The Dalton's experience is typical of hundreds of other families we work with, and perhaps it will offer good suggestions to other people.

93. ANNCR: Yes . . . this business of setting a goal . . . making your plans . . . and then carrying them out . . . that's a good formula for any family . . . city or farm. And I'd like to say beside FHA supervisors who help their own borrowers, there are home demonstration agents, county agents, and vocational agricultural and home economic teachers as well as others to help other families make farming a more enjoyable and more profitable way of life.

94. TAYLOR: By all means. We in the Farmers Home Administration work closely with these other trained and experienced people.

95. ANNCR: Well, thanks to you, Sue Taylor, for visiting us today.

96. TAYLOR: Thanks for inviting me, _____ _. And by the way, what's on CONSUMER TIME next week?

97. ANNCR: A story about one of the most unusual buil country . . . or even in the world. It's the story the Forest Products Laboratory operated by the U. S. Fores Service, at Madison, Wisconsin. Under the roof of this one building, scientists are conducting all kinds of research on wood and wood products. The work they do is of direct interest to consumers . . . especially things like plywood, paint, fire proofing, and new treated woods. So I'm sure you'll all want to be listening to another edition of

98. SOUND: CASH REGISTER

99. ANNCR: CONSUMER TIME

100. SOUND: CASH REGISTER . . . CLOSE DRAWER

101. ANNCR: CONSUMER TIME, written by Eleanor Miller and directed by Frederick Schweikher, is presented by the U. S. Department of Agriculture, through the facilities of the National Broadcasting Company, and its affiliated independent stations. It came to you today from Denver, Colorado, and Washington, D. C. _____speaking.

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